



GEPF™

your investment, your future

CORPORATE IDENTITY

MANUAL

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ABOUT THE LOGO

The logo



OUR LOGO

The pension fund is an institution that exists because of its members and the communities they represent. The logo depicts an organization that empowers members in such a manner that each and every individual associated with it can feel a sense of ownership. The design clearly demonstrates the concept of owning and sharing in the wealth.

The structure of the logo is evidently portrayed as a tree. Trees, due to their extensive life spans, are symbols of long term growth, vitality and sustainability. They are able to weather seasons, storms and all manners of natural adversity. When everything around it withers and fades, a tree will be left standing year in and year out. The actual representation of the tree in this instance is not specific to any species, thereby enhancing the universal appeal of the design for a broad spectrum of the South African population. The leaves and branches of the tree are symbolic of the wealth of the GEPF. The stylized figures below the leaves are designed with the dual purpose of representing the stem of the tree as well as the sharing and owning of wealth. This is immensely symbolic

as the figures form the stem, essentially the foundation of the organization. This structure bears the product of the tree, essentially the leaves symbolic of the wealth.

The colours are warm and will appeal to all sectors of the population. The logo is inviting, accommodating and majestic. It is a symbol to which all stakeholders will evoke a sense of pride when associating with the GEPF.

Your Investment, Your Future

This is a fund that exists because of you. Its growth is your growth, its success is your success and most importantly its wealth is your wealth. Your trust and commitment to the fund will guarantee your future and the livelihood of your immediate community. This entity is your entity, you represent it, you own it and it cannot exist without you.

ABOUT THE LOGO

Construction of the logo | Vertical



ABOUT THE LOGO

Construction of the logo | Horizontal



OUR BRAND

The GEPF is a caring pension fund focussed on securing and assuring better futures for our members, pensioners & beneficiaries by positively influencing them to make better decisions today.

Through our strategies, benefits, services and communication we seek to ensure that our members & pensioners investment is safe & secure, they are empowered and given peace of mind. We do this by providing our members with relevant information, tools and access to resources that empower them.

We aim to ensure that the golden years of our member's retirement are lived better as they reap the benefits of having been members of the GEPF. We understand that a better future begins with a better today.

Personality:

Caring, Empathetic, Knowledgeable, Transparent, Accountable, Client-centric, Innovative

Tone & Manner:

Warm, Kind, Respectful, Professional

ABOUT THE LOGO

Logo area of isolation | Vertical



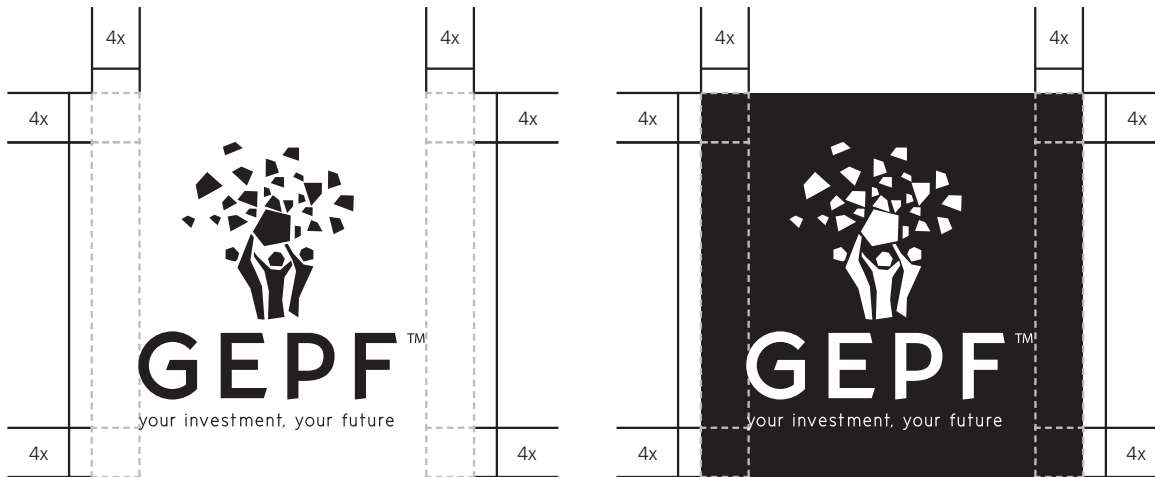
ABOUT THE LOGO

Logo area of isolation | Horizontal



ABOUT THE LOGO

Single color logo area of isolation



ABOUT THE LOGO

Unacceptable logo uses



Stretching the logo:
Do not stretch or distort the logo. If you need to resize the logo, make sure that the correct proportions are maintained.



Swapping colours:
Do not swap around the colours of the logo. Each colour has a specific meaning and purpose in the logo, so please keep them in the right place.



Squashing logo:
As with stretching the logo, be careful not to squash the logo. It is unacceptable to squash the logo to make it fit into tight spaces.



Rotating graphic element:
Do not rotate the logo or any of the elements contained in the logo.



On photographs:
The logo may not be placed on photos that make the logo difficult to see. Discretion must be used. When in doubt, rather use a different background.



One colour:
The one colour logo should only appear in white or black. No other colour variations are acceptable.



On photographs:
The logo may not be placed on photos that make the logo difficult to see or where the colours of the logo are absorbed by the photograph.

ABOUT THE LOGO

Logo color use



Silver and gold foil: The logo can be foiled in silver or gold. This can be used for formal documents, invitations or other special events.

Silver and gold overprint is also allowed.

Colour backgrounds: The one colour logo can only be used on photographs that are contrasting in colour, making the logo easily visible. The full colour logo should never be used on photographs.



The logo can also be applied to solid colour backgrounds as seen below.

In all of these applications, the logo should only be in white.



ABOUT THE LOGO

Logo application in Co-Branding

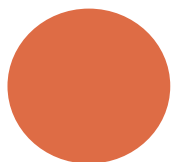
8x		8x	
	<p>NB!: In cases of co-branding, partner logo's must be no larger than 2/3rd the height of the GEPF logo.</p> <p>The GEPF logo should always be given prominence and be placed on the top right of the design.</p>	 <p>35mm</p>	8x
			
			8x
	<p>administered by:</p>  <p>the gepaa</p> <p>Department: Government Pensions Administration Agency REPUBLIC OF SOUTH AFRICA</p>		8x

ABOUT THE LOGO

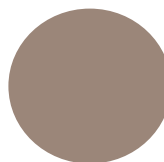
Corporate colors



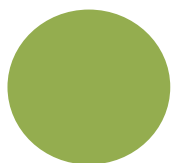
PRIMARY COLOURS



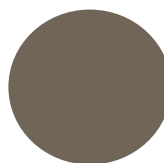
Burnt Orange
Pantone 7417c
C10 M70 Y80 K0
R220 G110 B70
Embroidery: Isacord 1301



Medium Slate
Pantone Warm Gray 9c
C40 M45 Y5 K5
R155 G133 B120
Embroidery: Isacord 0874



Olive Green
Pantone 7495c
C47 M17 Y88 K1
R150 G175 B 70
Embroidery: Isacord 5833



Dark Slate
Pantone 405c
C50 M50 Y60 K25
R115 G105 B88
Embroidery: Isacord 1874



Sandstone
Pantone 7536c
C25 M25 Y40 K0
R195 G180 B155
Embroidery: Isacord 0873

SECONDARY COLOURS



Dark Brown
Pantone 2725c
C80 M70 Y20 K0
R80 G95 B150
Embroidery: Isacord 3210



Dark Green
Pantone 520c
C47 M88 Y17 K1
R150 G70 B135
Embroidery: Isacord 2504



Midnight Blue
Pantone 2725c
C80 M70 Y20 K0
R80 G95 B150
Embroidery: Isacord 3210



Purple
Pantone 520c
C47 M88 Y17 K1
R150 G70 B135
Embroidery: Isacord 2504

ABOUT THE LOGO

Corporate typefaces

LOGO STRAPLINE & DISPLAY TYPEFACE

New Circle Gordita

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The logo strapline typeface is "New Circle Gordita". This font is used for the construction of the GEPF logo strapline, headings and other display copy that is specific to the GEPF brand.

SECONDARY TYPEFACE

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

"Frutiger" is the secondary typeface. Frutiger Light is preferred for body copy and a variation in colour and size of Frutiger Bold, Roman or Italic can be used to denote lower-hierarchy headings.

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DIGITAL MEDIA TYPEFACE

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

When creating digital media such as e-mails, web pages, Power Point presentations or Word documents, "Arial" should be used as the standard typeface.

Arial Regular

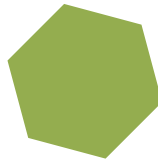
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

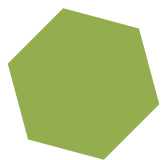
1234567890

ABOUT THE LOGO

The hexagon design effect



The leaves from the logo design inspired the hexagon design effect.



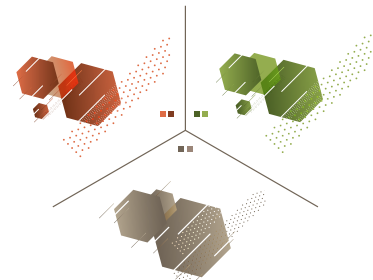
Hexagon leave



Economy indicators
(Arrows showing rising value of stock)



Hexagon design:
moving forward and upwards.

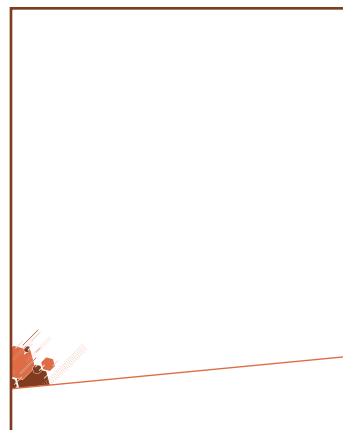
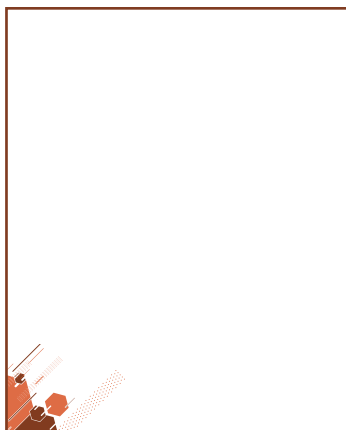


The 3 main hexagon's colour schemes.

The leaves of the tree are symbolic of the wealth of the GEPF. The hexagon design effect also represents movement signifying that the fund is not stagnant but it is always moving and growing.

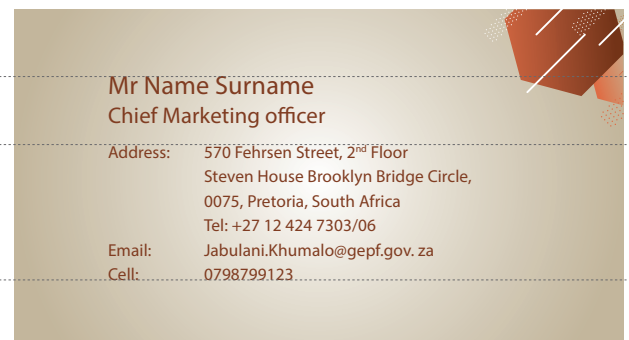
APPLICATION OF THE HEXAGON DESIGN

The hexagon design is primarily applied in the corners of the print elements. The hexagon design can be applied in both corners of the print element or in one corner of the print element, depending on the print element



GEPF CORPORATE STATIONERY

Business Card



CONSTRUCTING THE BUSINESS CARD

The business card measures 90mm x 50mm and is printed double sided. The 'x' measurement is found on the logo used on the front of the card. It is used for constructing both the front and the back of the business card.

The logo used on the front of the card measures 26mm in its height.

The fonts used for the copy on the business card are as follows:

Front

Name: Frutiger Bold 10pt with a leading of 12pt

All other: Frutiger Light 8pt with a leading of 12pt


Back

Name: Frutiger Bold 11pt with a leading of 12pt

All other: Frutiger Light 8pt with a leading of 12pt

GEPF CORPORATE STATIONERY

Complimentary Slip & Name tag

		210mm	
	4x		4x
36mm	4x		<h1>With compliments</h1>
8x		Tel: +27 12 424 7303/06 Fax: +27 12 424 7322 www.gepf.co.za	<hr/> <hr/> <hr/>
8x			4x
		Government Employees Pension Fund 570 Fehrsen Street, 2nd Floor Steven House Brooklyn Bridge Circle, 0075, Pretoria, South Africa	

		90mm	
	8x		8x
8x		Mr Name Surname Assistant Executive Director	
20mm		Government Employees Pension Fund Tel: +27 12 424 7303/06 Fax: +27 12 424 7322	
4x			

The fonts for the name tag are as follows:

Name: Frutiger Bold 18pt with a leading of 18pt

Title: Frutiger Light 12pt with a leading of 18pt

All other: Frutiger Light 8pt with a leading of 12pt

50mm

CONSTRUCTING THE COMPLIMENTARY SLIP

The comp slip measures 210mm x 99mm and is printed single sided. The 'x' measurement is found on the logo and is used for constructing the comp slip's structure. The logo used on the front of the card measures 36mm in its height.

The fonts used for the copy on the comp slip are as follows:


Title: New Circle Gordita 48pt

Name: Frutiger Bold 8pt with a leading of 12pt

All other: Frutiger Light 8pt with a leading of 12pt

GEPF CORPORATE STATIONERY

E-mail Signature

800px			
4x		8x	4x
	<p>Regards,</p> <p>Mr Name Surname Assistant Executive Director</p> <p>Tel: +27 12 424 7303/06 Fax: +27 12 424 7322 www.gepf.co.za</p>		
4x	 <div style="background-color: #8ebf4a; color: #a52a2a; padding: 10px; text-align: center; font-size: 24px;">your investment, your future</div>		
4x			

CONSTRUCTING THE EMAIL SIGNATURE

The logo used in the email signature measures 20mm in height, the smallest allowable size. Its colours must conform to the designated RGB breakdowns. The green strip uses a 50% tint of the GEPF primary green. The strapline is set in New Circle Gordita 30pt.

The fonts used for the copy on the comp slip are as follows:


Name: Arial Bold 10pt with a leading of 12pt

All other: Arial Regular 8pt with a leading of 12pt

Web address: Arial Bold 8pt with a leading of 12pt

GEPF CORPORATE STATIONERY

Letterhead

8x		8x	
	<p>The fonts used for the copy on the business card are as follows:</p> <p>Front</p> <p>Title & Company name: Frutiger Bold 8pt with a leading of 12pt</p> <p>All other: Frutiger Light 8pt with a leading of 12pt</p> <p>NB!: Digital applications of the letterhead follow the same guidelines but do not make use of the back design.</p>	 <p>35mm</p> <p>8x</p> <p>Tel: +27 12 424 7303/06 Fax: +27 12 424 7322 www.gepf.co.za</p> <p>8x</p> <p>Government Employees Pension Fund 570 Fehrsen Street, 2nd Floor Steven House Brooklyn Bridge Circle, 0075, Pretoria, South Africa</p>	
	<p>BOARD OF TRUSTEES</p> <p>A Moloto (Chairperson) P Badal (Vice chairperson) Dr ML Ledwaba Dr F le Roux Mrs M Mbina-Mthembu Mrs F Petersen-Lurie Mrs C Khuzwayo Ms GE Mogotsi Brig Gen AL de Wit Adv R Daniels M Kwinika H Murray T Ntola K Govender S Padayachee ZJ Sithole</p>		8x

GEPF CORPORATE STATIONERY

Powerpoint | Template Cover

1/3rd		4x
	<p>Header Typeface 48pt Arial Regular with 48pt leading</p>	4x
	<p>Subhead Typeface Arial Regular 18pt with 36pt leading</p> <p>Subhead Typeface Arial Regular 18pt with 36pt leading</p>	12x
		8x


GEPF CORPORATE STATIONERY

Powerpoint | Template Inner

8x		8x	
4x	Header Typeface 36pt Arial Regular with 36pt leading		1/3rd
	<ul style="list-style-type: none"> • Subhead Typeface Arial Regular 18pt with 36pt leading • Subhead Typeface Arial Regular 18pt with 36pt leading • Subhead Typeface Arial Regular 18pt with 36pt leading • Subhead Typeface Arial Regular 18pt with 36pt leading • Subhead Typeface Arial Regular 18pt with 36pt leading • Subhead Typeface Arial Regular 18pt with 36pt leading • Subhead Typeface Arial Regular 18pt with 36pt leading • Subhead Typeface Arial Regular 18pt with 36pt leading 	8x	
			4x
			1/6th
			8x

GEPF CORPORATE STATIONERY

Memorandum

8x		8x	
	<p>Memorandum</p> <p>Font</p> <p>Memorandum: New Circle Gordita set at 4x and centre align with logo</p>	 <p>GEPFTM</p> <p>your investment. your future</p>	<p>35mm</p>
	<p>Font</p> <p>All other: Frutiger Light 8pt with a leading of 12pt</p>	<p>Tel: +27 12 424 7303/06 Fax: +27 12 424 7322 www.gepf.co.za</p>	<p>8x</p>
			<p>8x</p>


GEPF CORPORATE STATIONERY

Agenda

8x		8x	
	<p>Agenda</p> <p>Font</p> <p>Agenda: New Circle Gordita set at 4x and centre align with logo</p>	 <p>35mm</p>	
	<p>Font</p> <p>All other: Frutiger Light 8pt with a leading of 12pt</p>	<p>8x</p> <p>Tel: +27 12 424 7303/06 Fax: +27 12 424 7322 www.gepf.co.za</p>	
			8x


GEPF CORPORATE STATIONERY

Minutes

8x		8x	
	<p>Minutes</p> <p>Font</p> <p>Agenda: New Circle Gordita set at 4x and centre align with logo</p>	 <p>35mm</p>	
	<p>Font</p> <p>All other: Frutiger Light 8pt with a leading of 12pt</p>	<p>8x</p> <p>Tel: +27 12 424 7303/06 Fax: +27 12 424 7322 www.gepf.co.za</p>	
			8x

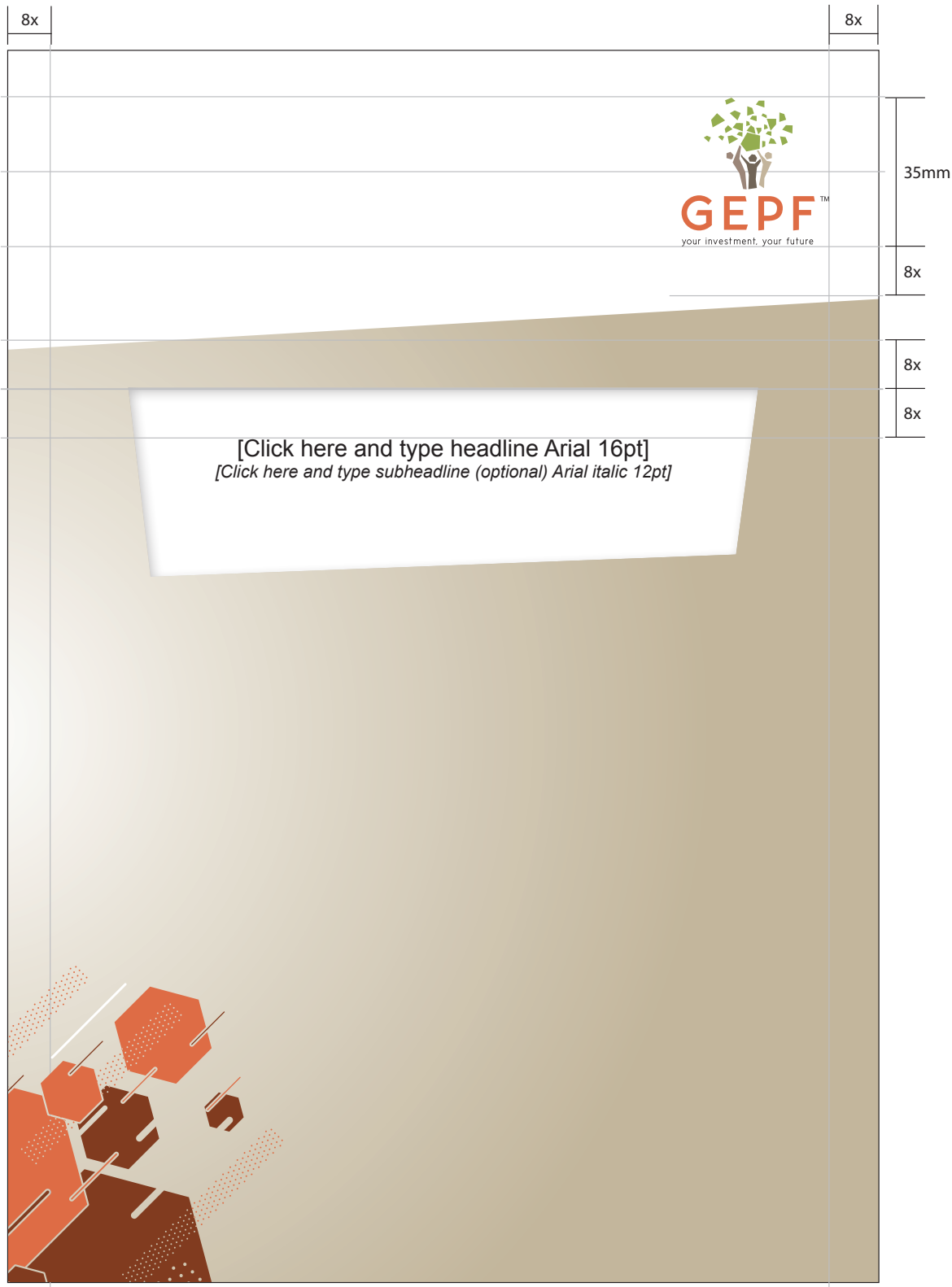
GEPF CORPORATE STATIONERY

Press Release

8x		8x	
			8x
	<p>For Immediate Release</p> <p>Font Memorandum: New Circle Gordita set at 4x and centre align with logo</p>		35mm
	<p>Font All other: Frutiger Light 8pt with a leading of 12pt</p>	<p>Tel: +27 12 424 7303/06 Fax: +27 12 424 7322 www.gepf.co.za</p>	8x
	<p>[Click here and type headline Arial 16pt] [Click here and type sub-headline (optional) Arial italic 12pt]</p> <p>Brooklyn, Pretoria ([Click here and type the release date]) - Type the press release here. The first paragraph should be short and attention grabbing.</p> <p>Type the next paragraph here. The ideal length for a press release is 400 words including boilerplate "about" content and contact information.</p> <p><i>Notes to Editor:</i></p> <p>About the GEPF The GEPF (Government Employees Pension Fund), Head Offices in Brooklyn, Pretoria, is South Africa's largest Pension fund...</p>		8x
			8x

GEPF CORPORATE STATIONERY

Meeting Cover



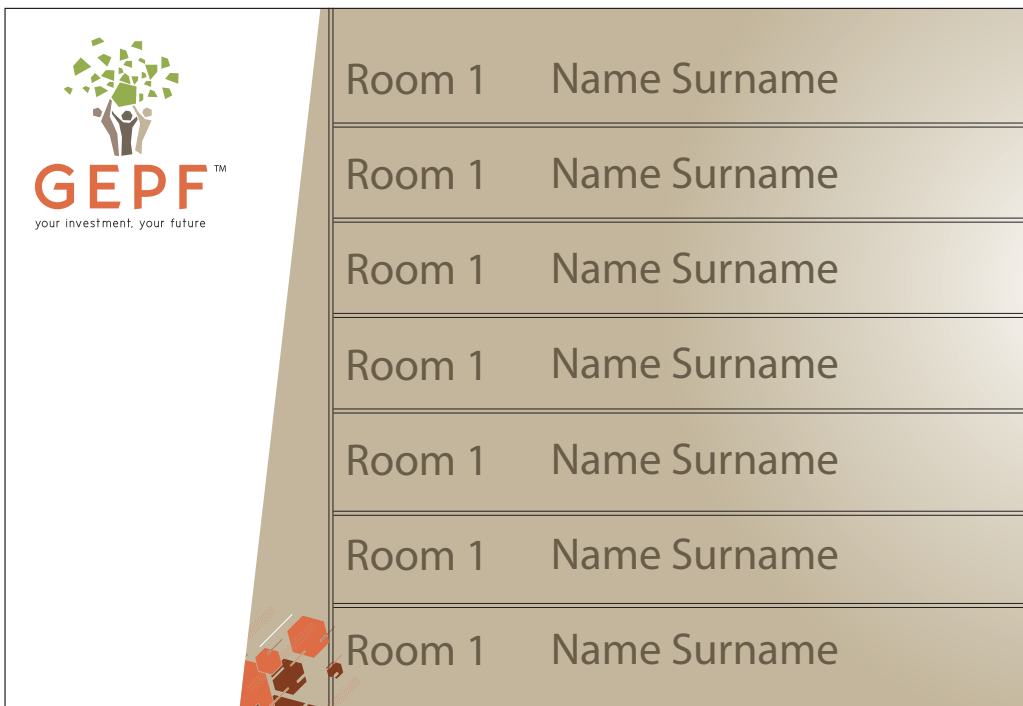
GEPF CORPORATE STATIONERY

Travel Plan

8x		8x																																	
			8x																																
8x	<h1 style="font-size: 48px; margin: 0;">Travel Plan</h1>		1/8th																																
	Private Bag X63, PRETORIA, 0001 Tel: +27 12 319-1406 Fax: +27 12 326-3146		4x																																
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">DATE</td> <td colspan="3"></td> <td style="width: 15%;">ACCOUNT NO</td> <td colspan="3"></td> </tr> <tr> <td colspan="4" style="text-align: center;"><i>Travel Agency Contact Details</i></td> <td colspan="4" style="text-align: center;"><i>Departmental Contact Details</i></td> </tr> <tr> <td style="text-align: center;">Travel Agency</td> <td style="text-align: center;">Consultant's Name</td> <td style="text-align: center;">Telephone Number</td> <td style="text-align: center;">Facsimile Number</td> <td style="text-align: center;">Official's Name</td> <td style="text-align: center;">Designation</td> <td style="text-align: center;">Telephone Number</td> <td style="text-align: center;">Facsimile Number</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">012 424 7322</td> </tr> </table>	DATE				ACCOUNT NO				<i>Travel Agency Contact Details</i>				<i>Departmental Contact Details</i>				Travel Agency	Consultant's Name	Telephone Number	Facsimile Number	Official's Name	Designation	Telephone Number	Facsimile Number								012 424 7322		
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Travel Agency	Consultant's Name	Telephone Number	Facsimile Number	Official's Name	Designation	Telephone Number	Facsimile Number																												
							012 424 7322																												
	APPLICANT'S DETAILS <i>(Please complete in full)</i> Applicant: _____ Identity No: _____ Voyager/Executive Club Membership No: _____ Rank: _____ Office/Section: GEPF Board of Trustees Cost Centre: _____ Reason for Travelling: _____ View trip Ref: _____																																		
	TRANSPORT ARRANGEMENTS <i>(Mark where applicable)</i> <input type="checkbox"/> Agency Vehicle (ONLY 1300cc vehicles) <input type="checkbox"/> GEPF Vehicle <input type="checkbox"/> Private Vehicle																																		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th rowspan="2" style="text-align: center;">Agency (Avis / Imperial)</th> <th rowspan="2" style="text-align: center;">Vehicle Type/Group</th> <th rowspan="2" style="text-align: center;">Capacity</th> <th colspan="2" style="text-align: center;">Destination</th> <th colspan="2" style="text-align: center;">Date</th> </tr> <tr> <th style="text-align: center;">From</th> <th style="text-align: center;">To</th> <th style="text-align: center;">Out</th> <th style="text-align: center;">In</th> </tr> <tr> <td style="height: 40px;"></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </table>			Agency (Avis / Imperial)	Vehicle Type/Group	Capacity	Destination		Date		From	To	Out	In																					
Agency (Avis / Imperial)	Vehicle Type/Group	Capacity	Destination				Date																												
			From	To	Out	In																													
	REFERENCE NO: _____																																		
	AUTHORISATION BY OFFICE/SECTION HEAD <table style="width: 100%;"> <tr> <td style="width: 25%; text-align: center;">_____ NAME & SURNAME</td> <td style="width: 25%; text-align: center;">_____ SIGNATURE</td> <td style="width: 25%; text-align: center;">_____ DESIGNATION</td> <td style="width: 25%; text-align: center;">_____ DATE</td> </tr> </table>			_____ NAME & SURNAME	_____ SIGNATURE	_____ DESIGNATION	_____ DATE																												
_____ NAME & SURNAME	_____ SIGNATURE	_____ DESIGNATION	_____ DATE																																
	COST CENTRE AUTHORISATION The above-mentioned travel arrangements are of importance to the GEPF. Expenses that may arise from these arrangements, which may represent a legitimate claim against GEPF funds, are hereby authorized.																																		
	<table style="width: 100%;"> <tr> <td style="width: 25%; text-align: center;">_____ NAME & SURNAME</td> <td style="width: 25%; text-align: center;">_____ SIGNATURE</td> <td style="width: 25%; text-align: center;">_____ DESIGNATION</td> <td style="width: 25%; text-align: center;">_____ DATE</td> </tr> </table>			_____ NAME & SURNAME	_____ SIGNATURE	_____ DESIGNATION	_____ DATE																												
_____ NAME & SURNAME	_____ SIGNATURE	_____ DESIGNATION	_____ DATE																																
	Boarding Passes to be attached to all Travel Plans when submitting to the GEPF Financial Management Section																																		

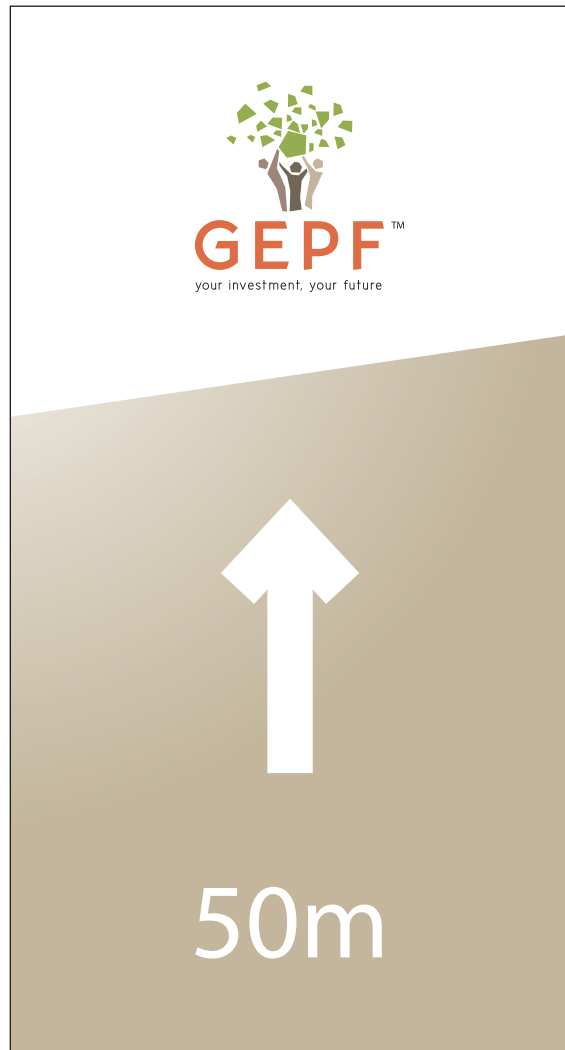
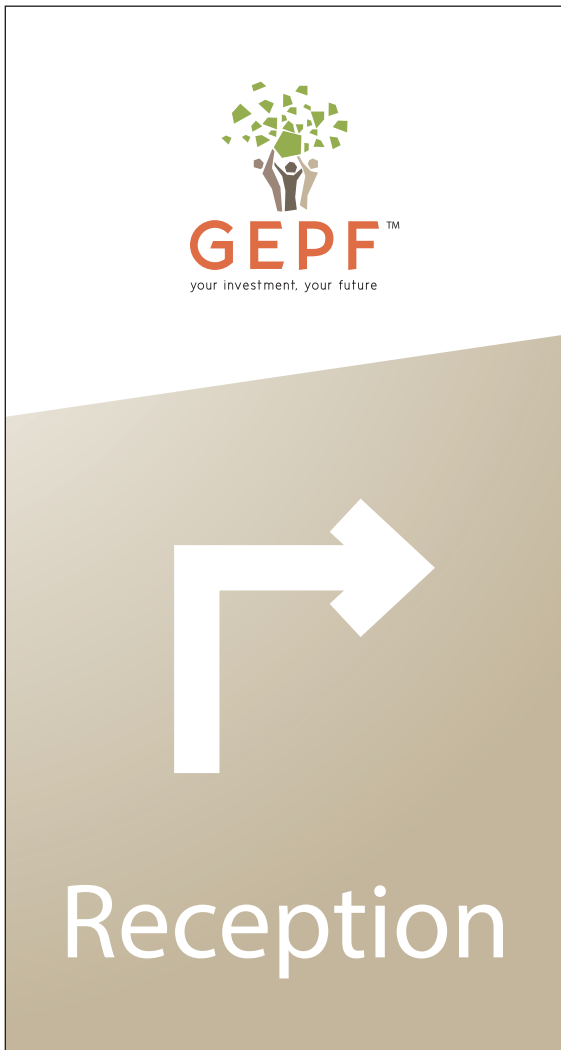
GEPF CORPORATE STATIONERY

Signage: Indoors



GEPF CORPORATE STATIONERY

Signage: Outdoors



GEPF CORPORATE STATIONERY

Signage: Building Sign



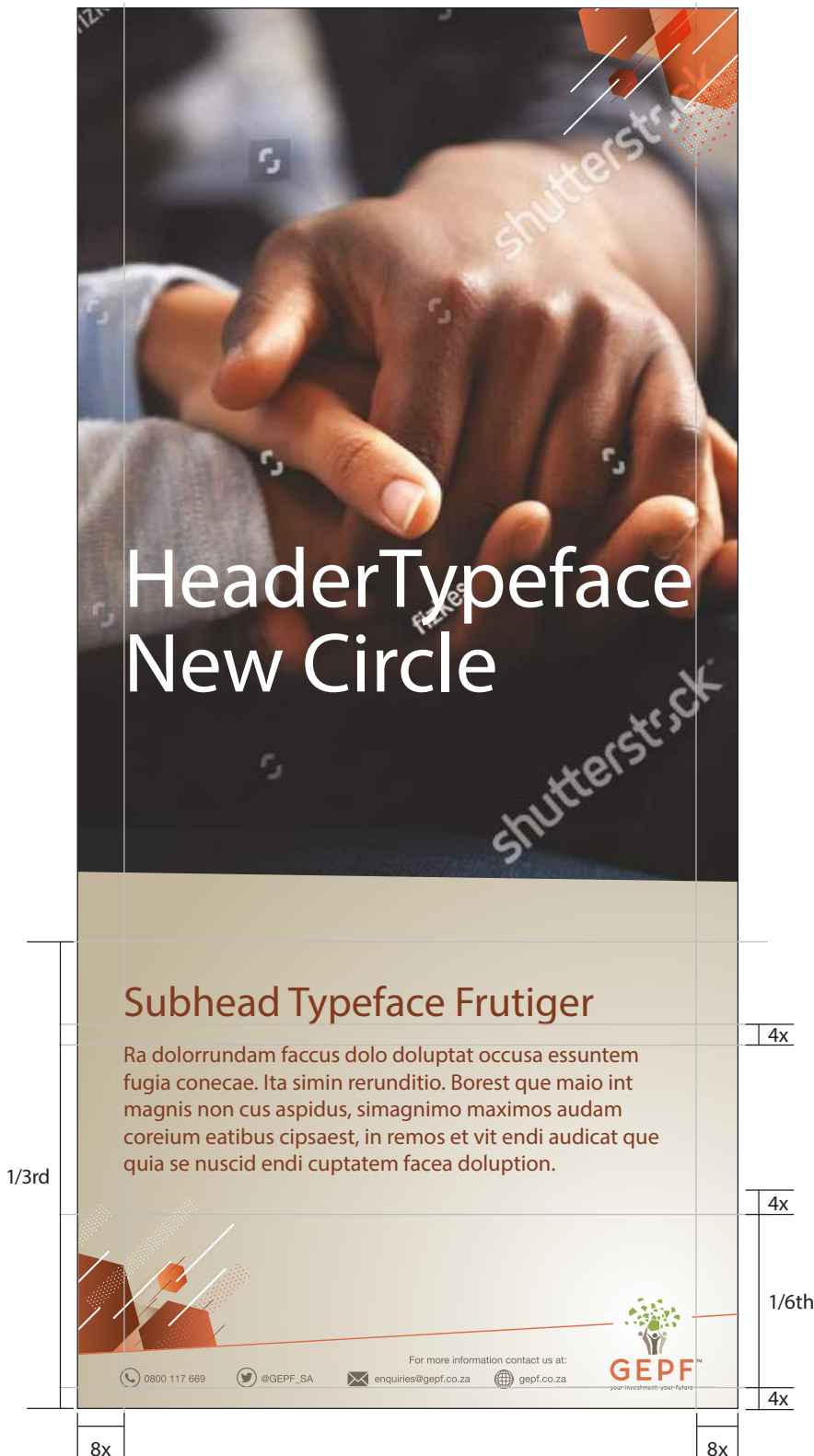
Important Notice Private Property

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Queries: +27 12 424 7303/06
www.gepf.co.za

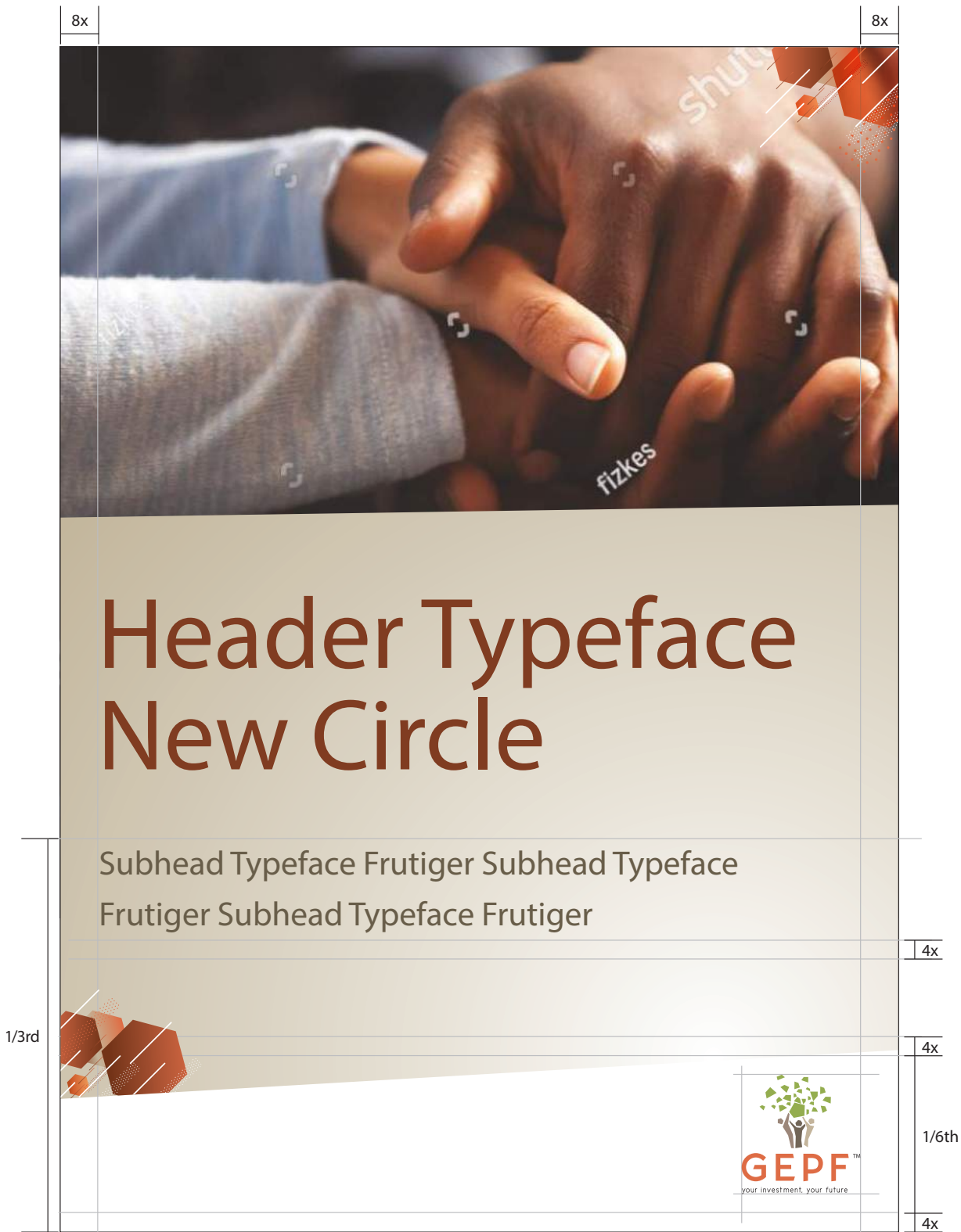
GEPF PROMOTIONAL ITEMS

DL | Cover or single page



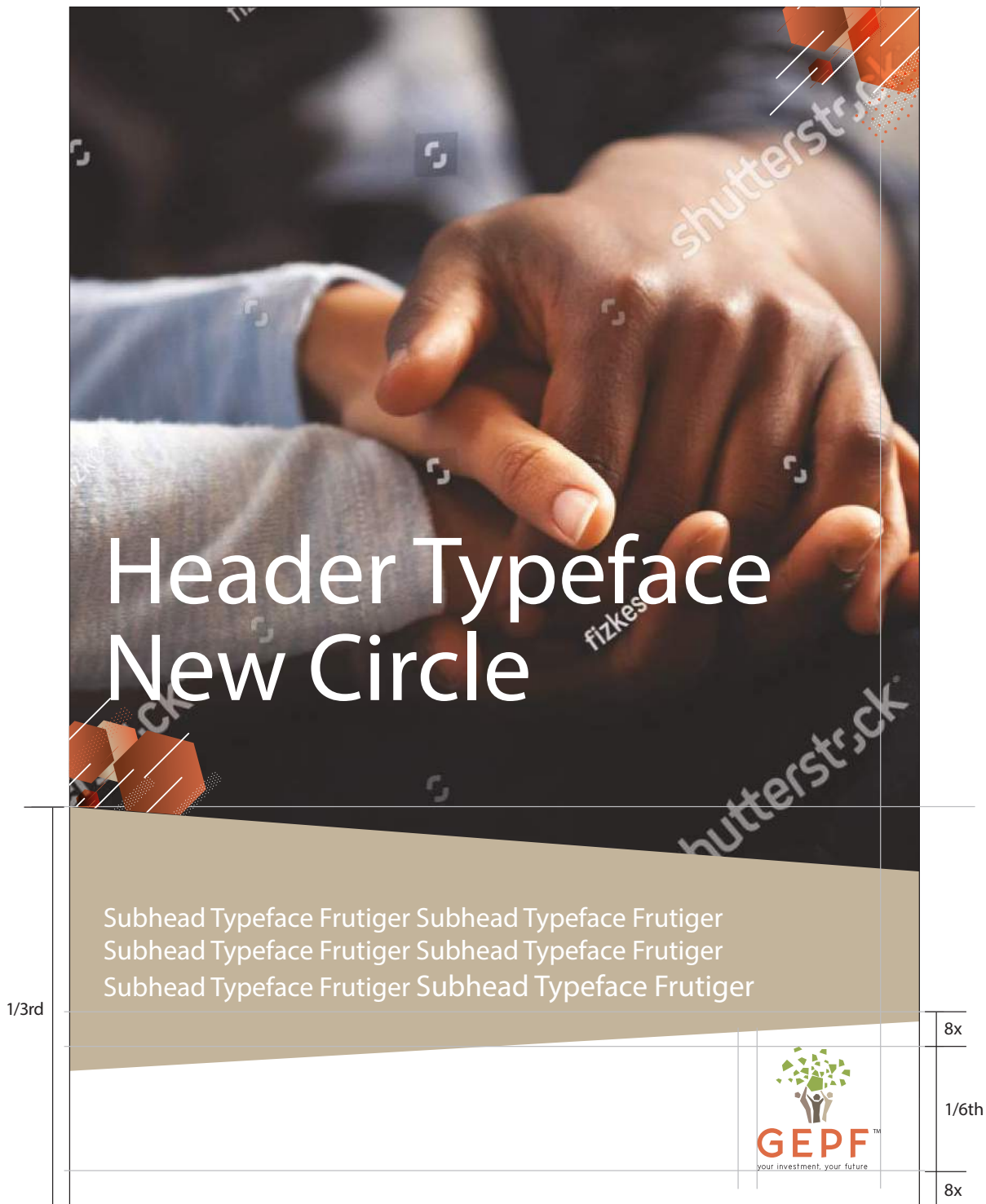
GEPF PROMOTIONAL ITEMS

A4 Cover



GEPF PROMOTIONAL ITEMS

A5 Cover



GEPF PROMOTIONAL ITEMS

Pull-up Banner









8x

1/8th

8x

GEPF PROMOTIONAL ITEMS

Banner Wall

	8x
<p>Header Typeface New Circle Header Typeface</p>	1/6th
<p>Subhead Typeface Frutiger Subhead Typeface Frutiger Subhead Typeface Frutiger Subhead Typeface Frutiger Subhead Typeface Frutiger Subhead Typeface Frutiger Subhead Typeface Frutiger Subhead Typeface Frutiger</p>	1/6th
<p>For more information contact us at:</p> <p>  0800 117 669  enquiries@gepf.co.za  gepf.co.za  Government Employees Pension Fund  @GEPF_SA  </p>	12x

GEPF PROMOTIONAL ITEMS

Poster Template



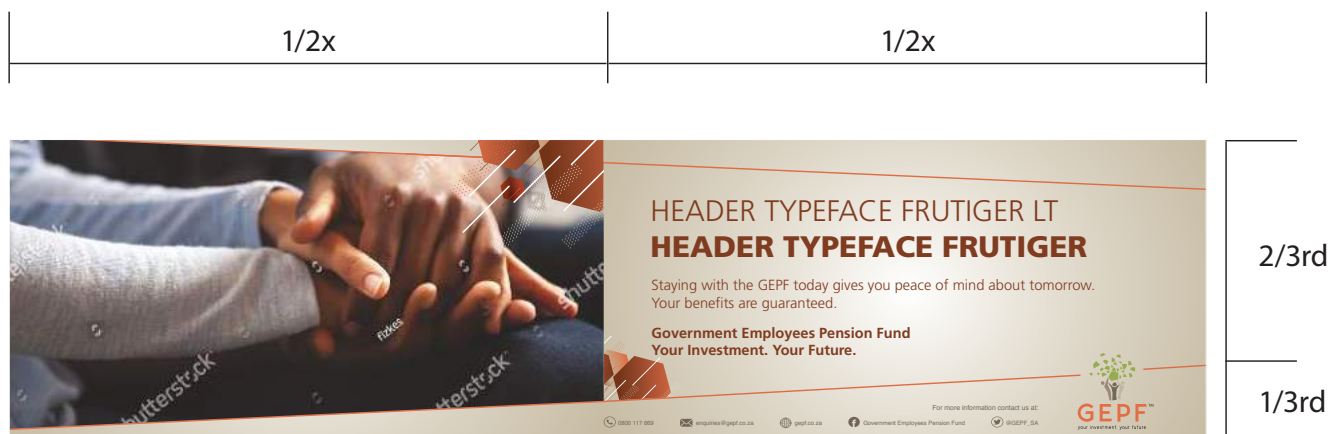
38

4/8

1/8

GEPF PROMOTIONAL ITEMS

Branding: Billboards - horizontal



CONSTRUCTION OF HORIZONTAL BILLBOARDS

The area surrounding the logo (8x) should remain solid regardless of the design as is shown above. The gap between the logo and the top or bottom edge is 8x and the height of the logo should be at least $1/6$ of the height of the banner.

GEPF PROMOTIONAL ITEMS

Branding: Billboards - vertical



2/3rd

1/3rd

2/3rd

CONSTRUCTION OF VERTICAL BILLBOARDS

The area surrounding the logo (8x) should remain solid regardless of the design as is shown above. The gap between the logo and the top or bottom edge is 8x and the height of the logo should be at least 1/6 of the height of the banner.

GEPF PROMOTIONAL ITEMS

Pensioner benefit card

8x		8x	
	Pensioner Benefit Card		8x
	Mr Name Surname		8x
			8x
	national call centre: xxxx xxx xxx web: www.gepf.co.za email: enquiries@gepf.co.za		20mm
			8x

8x		8x	
	Member Number: xxxxxxxxxxxx		8x
	Member Since: xxxxxxxxxxxx		
	Benefit start: xxxxxxxxxxxx		
	Surname	Name	Sex
	ID No/DOB		
	xxxxxxxxxx	xxxxxxxxxx	X
			xxxxxxxxxx

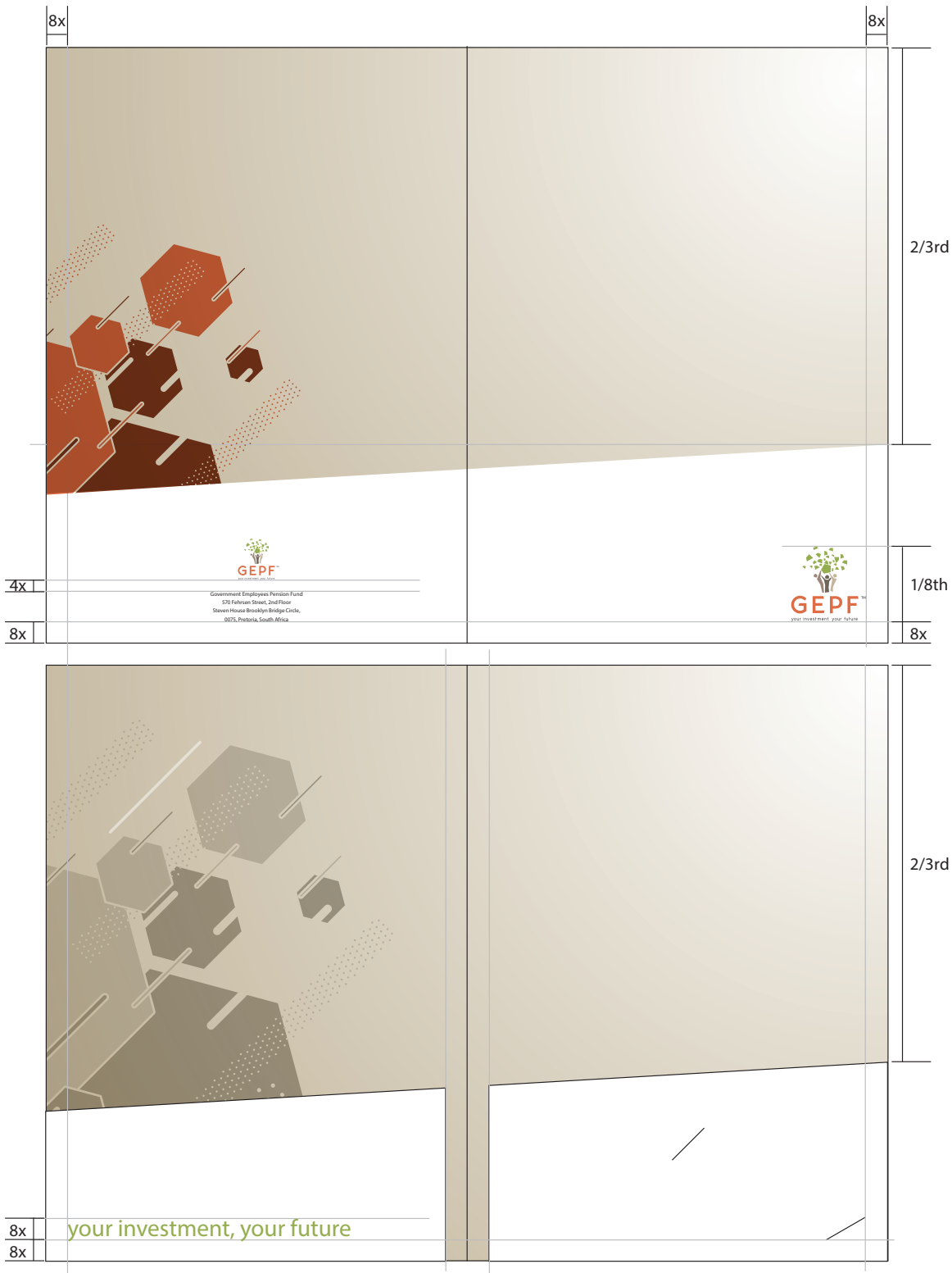
GEPF PROMOTIONAL ITEMS

New Employee Pack



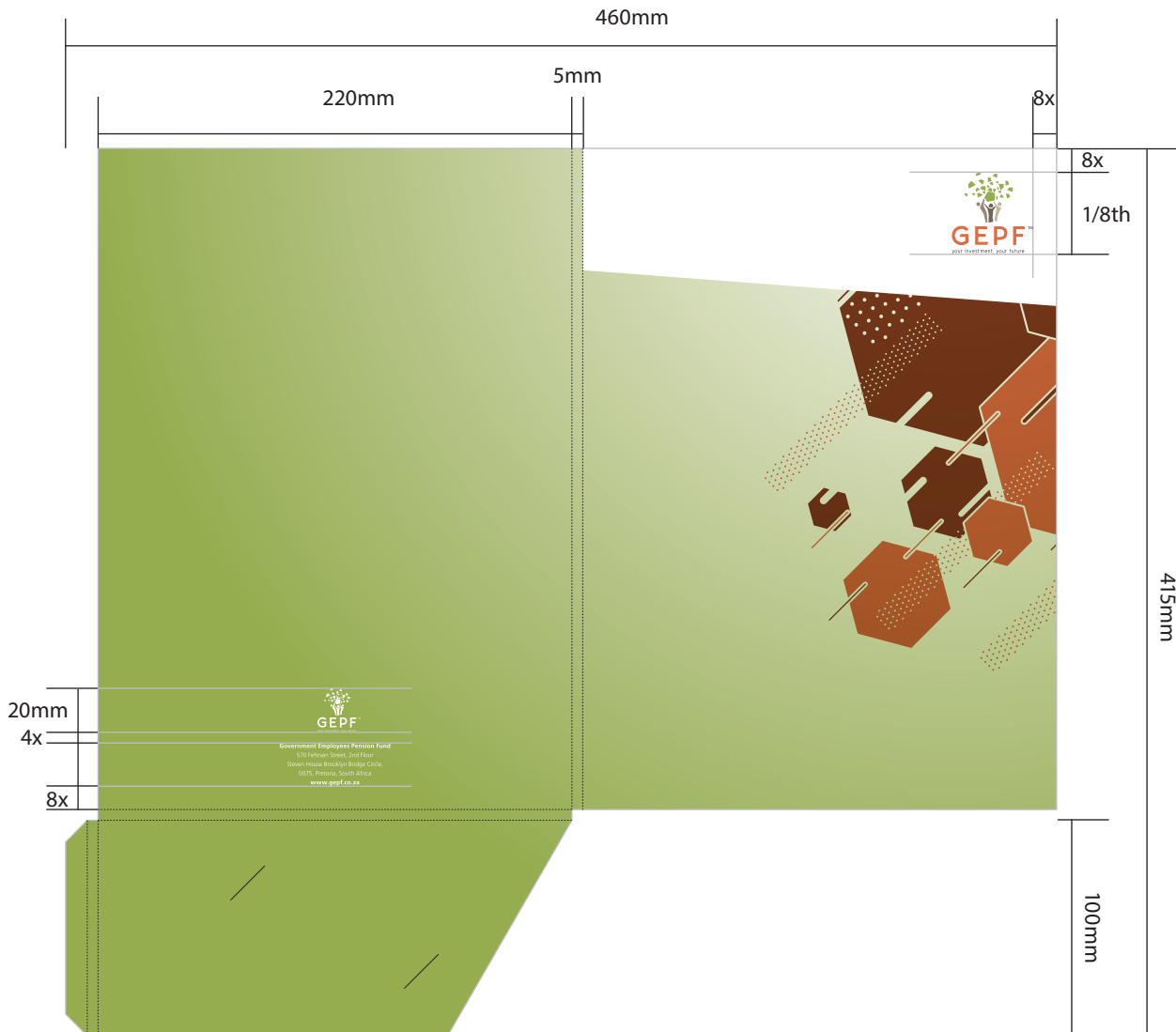
GEPF PROMOTIONAL ITEMS

Generic Folders



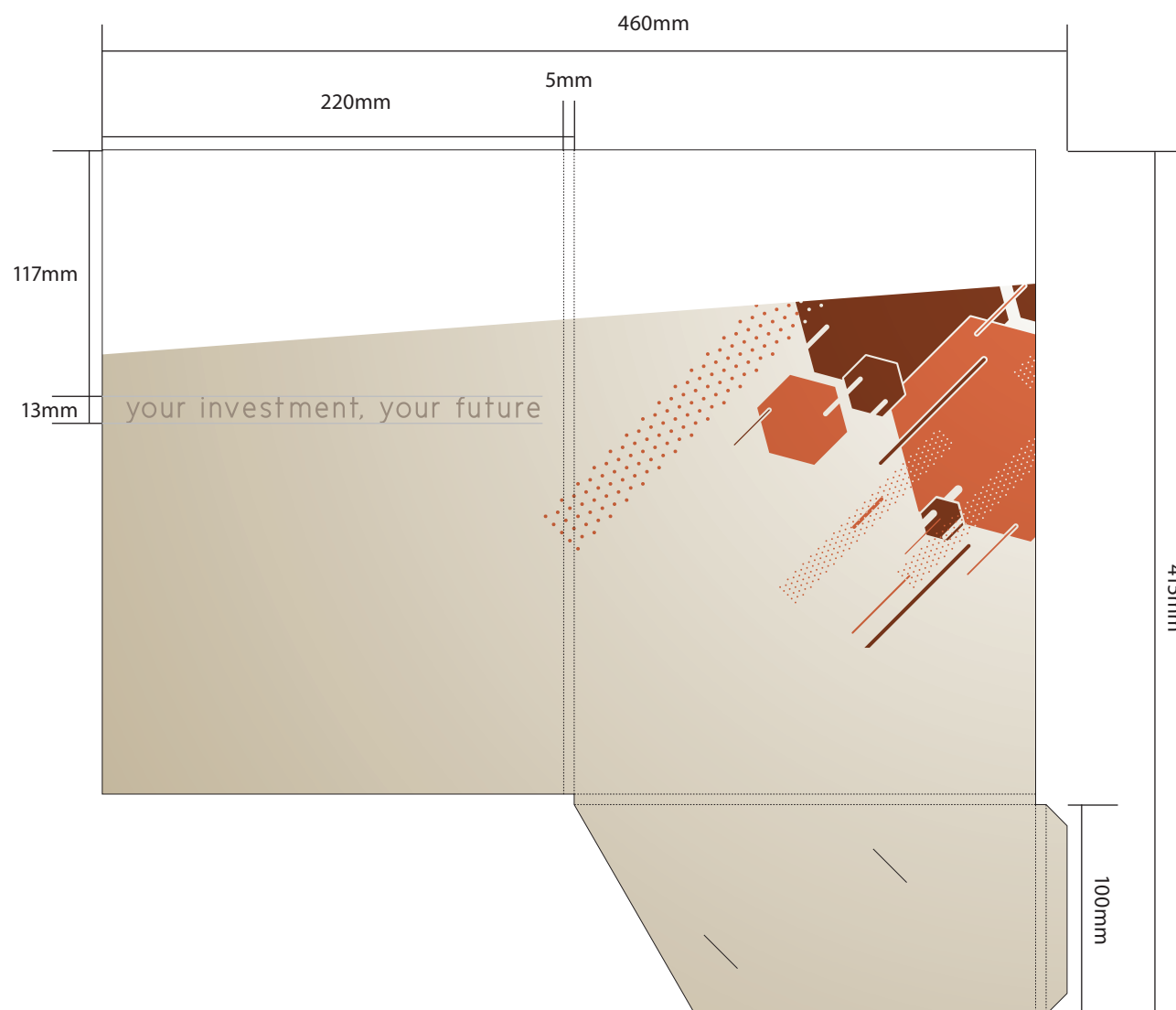
GEPF PROMOTIONAL ITEMS

A4 Generic Folder: Front



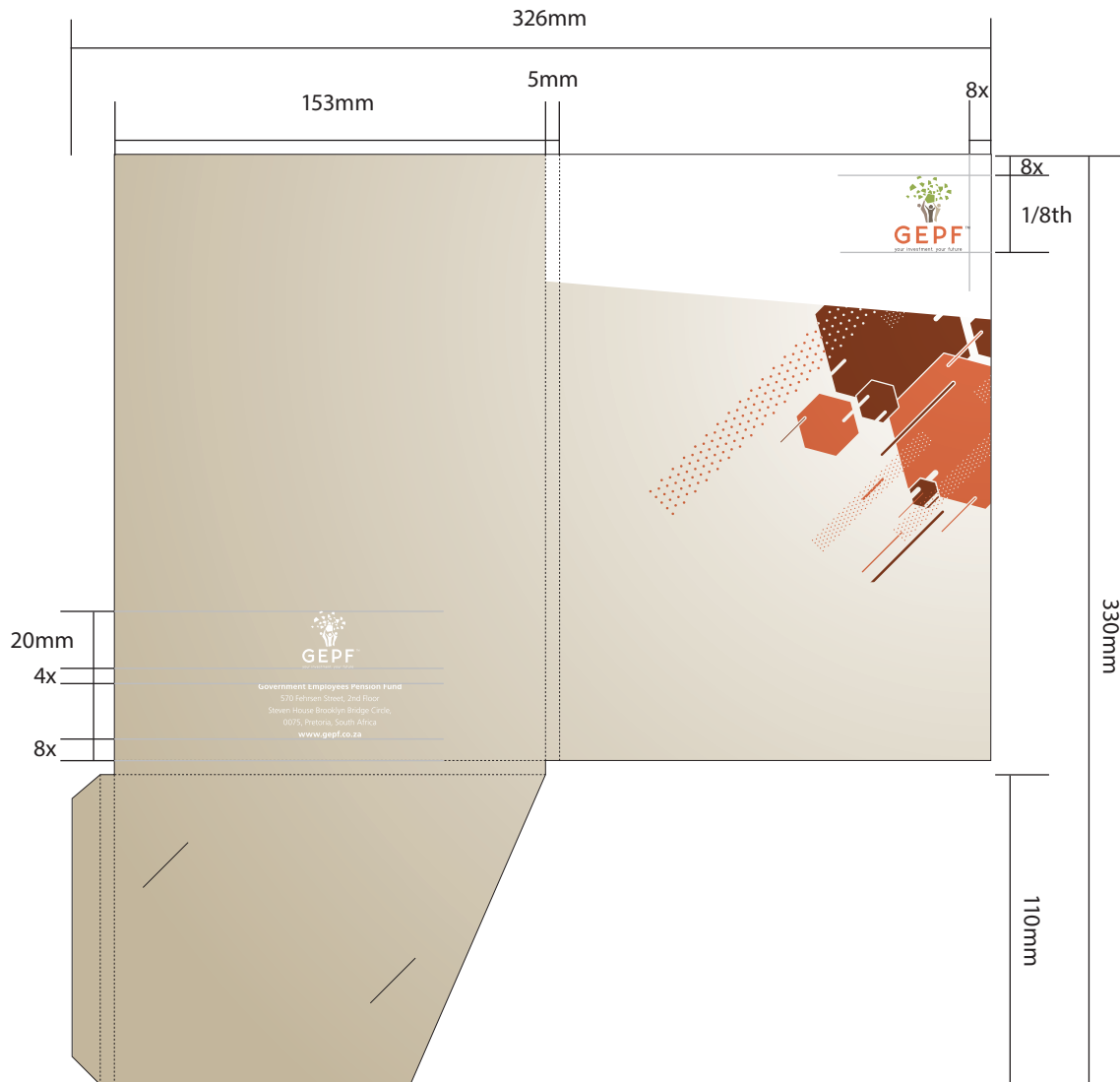
GEPF PROMOTIONAL ITEMS

A4 Generic Folder: Back



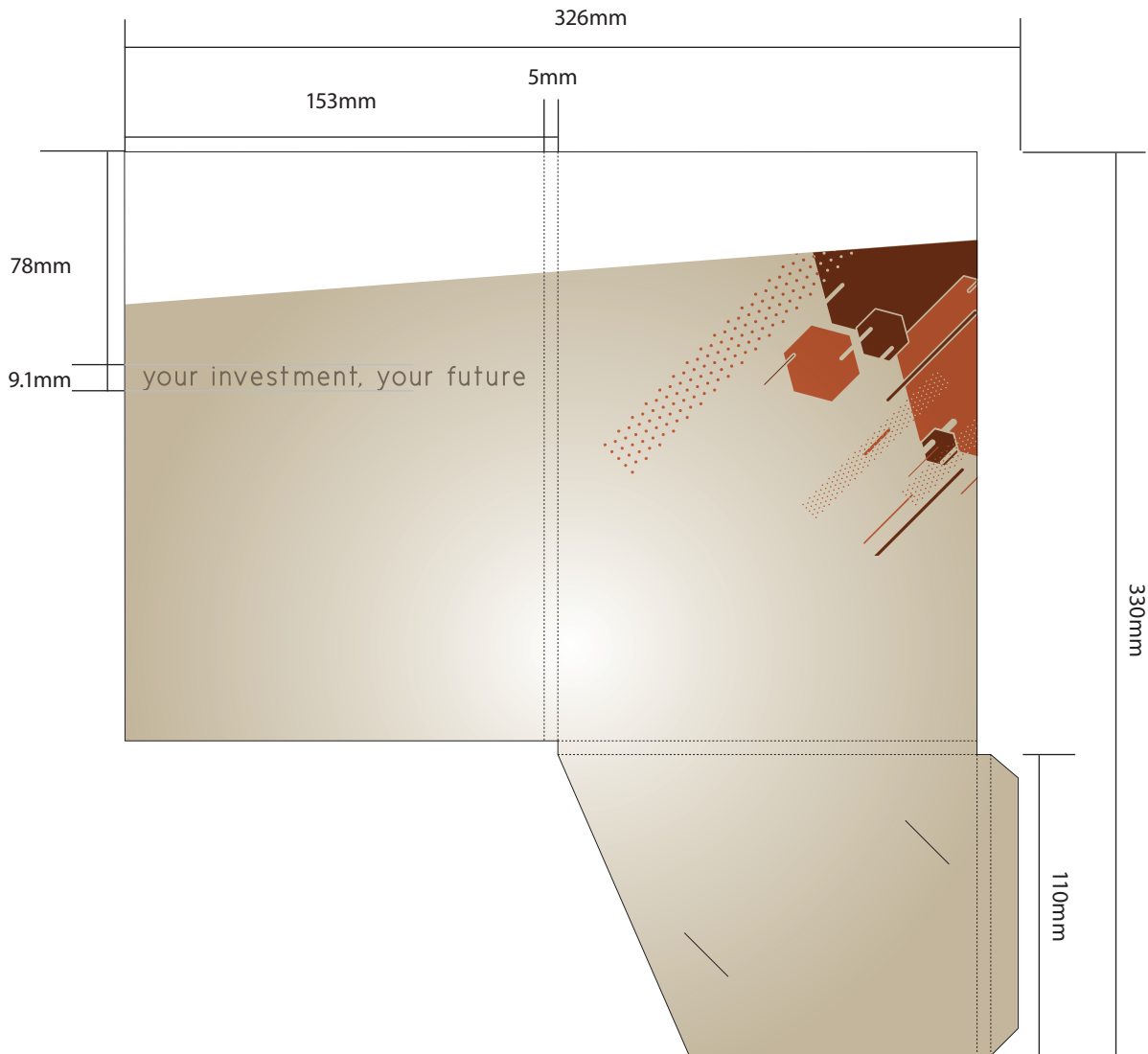
GEPF PROMOTIONAL ITEMS

A5 Generic Folder: Front



GEPF PROMOTIONAL ITEMS

A5 Generic Folder: Back

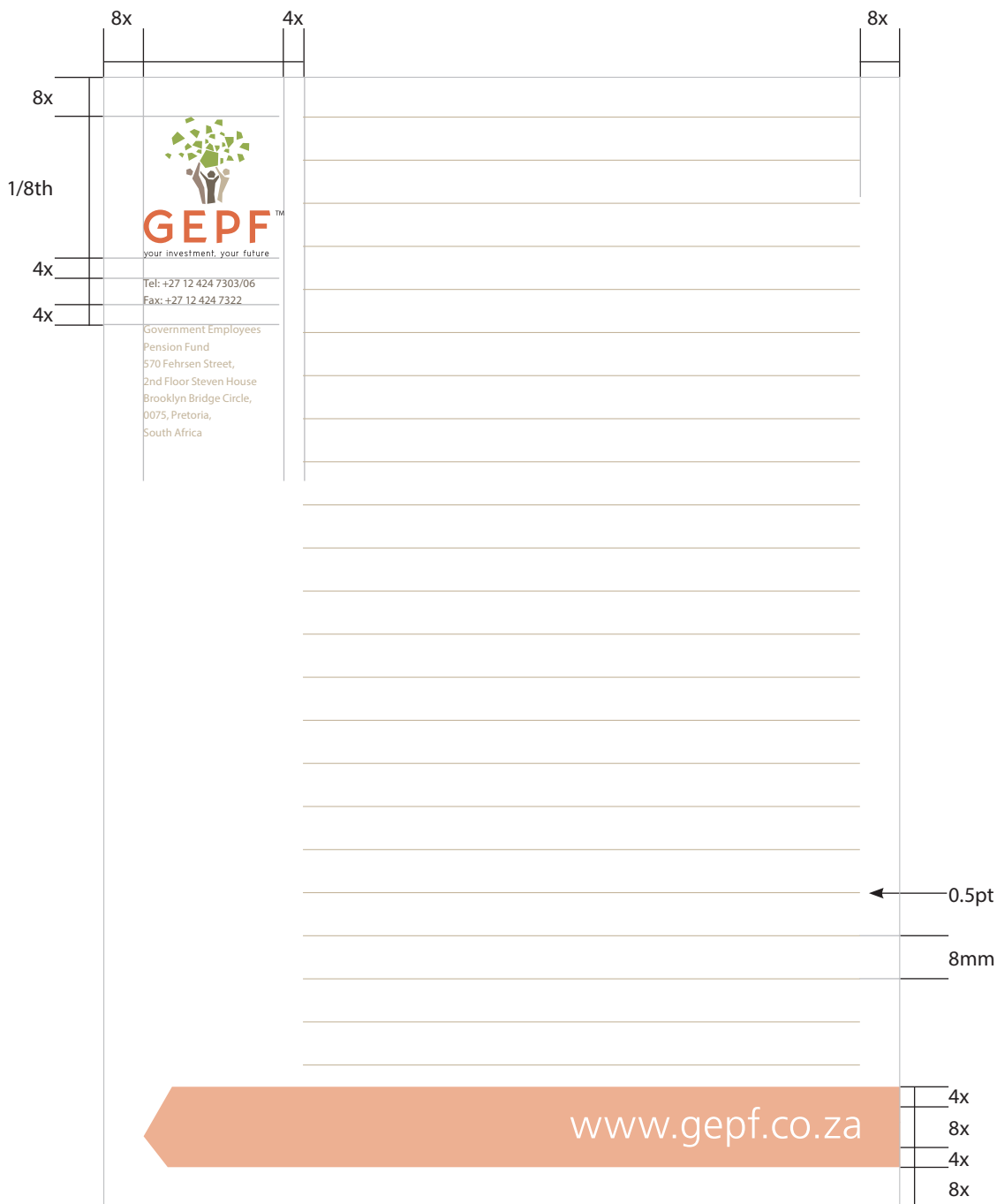


A4 Notepad



GEPF PROMOTIONAL ITEMS

A5 Notepad



GEPF PROMOTIONAL ITEMS

Mouse Pad



GEPF PROMOTIONAL ITEMS

Mouse Pad: Alternative Colours



GEPF PROMOTIONAL ITEMS

Corporate Clothing: T-Shirts

FRONT DIMENSIONS

Must fit within width of a
Portrait A6 size



BACK DIMENSIONS

Must fit within width of an
Landscape A4 size

your investment, your future

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GEPF PROMOTIONAL ITEMS

Corporate Clothing: T-Shirts

FRONT

BACK



GEPF PROMOTIONAL ITEMS

Corporate Clothing: Golf Shirts



GEPF PROMOTIONAL ITEMS

Corporate Clothing: Caps



FRONT DIMENSIONS
Must fit within width of 60mm

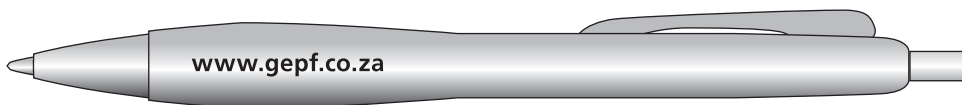
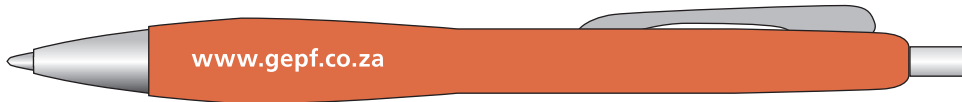


SIDE DIMENSIONS
Must fit within width of 60mm



GEPF PROMOTIONAL ITEMS

Corporate Gifts: Pens



GEPF PROMOTIONAL ITEMS

Corporate Gifts: Lanyards



GEPF PROMOTIONAL ITEMS

Corporate Gifts: Bags



DIMENSIONS
Must fit within height of a
Portrait A4 Size



GEPF PROMOTIONAL ITEMS

Corporate Gifts: Water Bottles



DIMENSIONS

Must fit within width of 40mm



GEPF PROMOTIONAL ITEMS

Portable Display: Tear Drops



LOGO DIMENSIONS



WEBSITE DIMENSIONS

Area of isolation to be 4x from bottom edge



GEPF PROMOTIONAL ITEMS

Portable Display: A-Frame Pop-ups



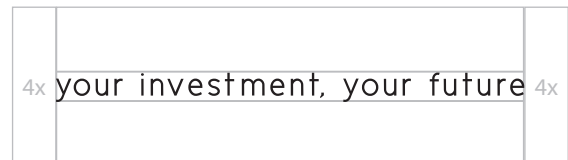
LOGO DIMENSIONS

To be vertically centred with area of isolation to be 4x from all edges



STRAPLINE DIMENSIONS

To be vertically and horizontally centred with area of isolation to be 4x from side edges



WEBSITE DIMENSIONS

To be vertically centred with area of isolation to be 4x from all edges



GEPF PROMOTIONAL ITEMS

Portable Display: Gazebo

FRONT/SIDE VIEW

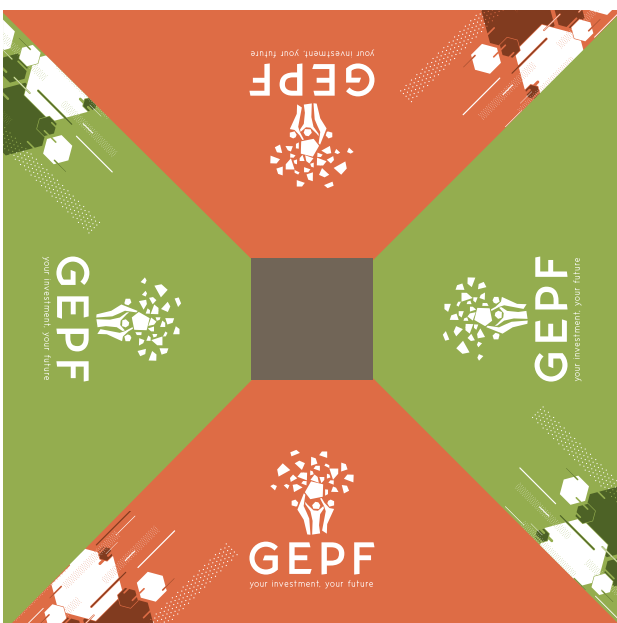


LOGO DIMENSIONS

To be vertically centred with area of isolation to be 4x from all edges

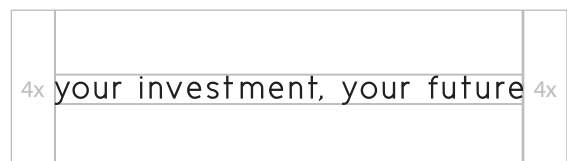


TOP VIEW



STRAPLINE DIMENSIONS

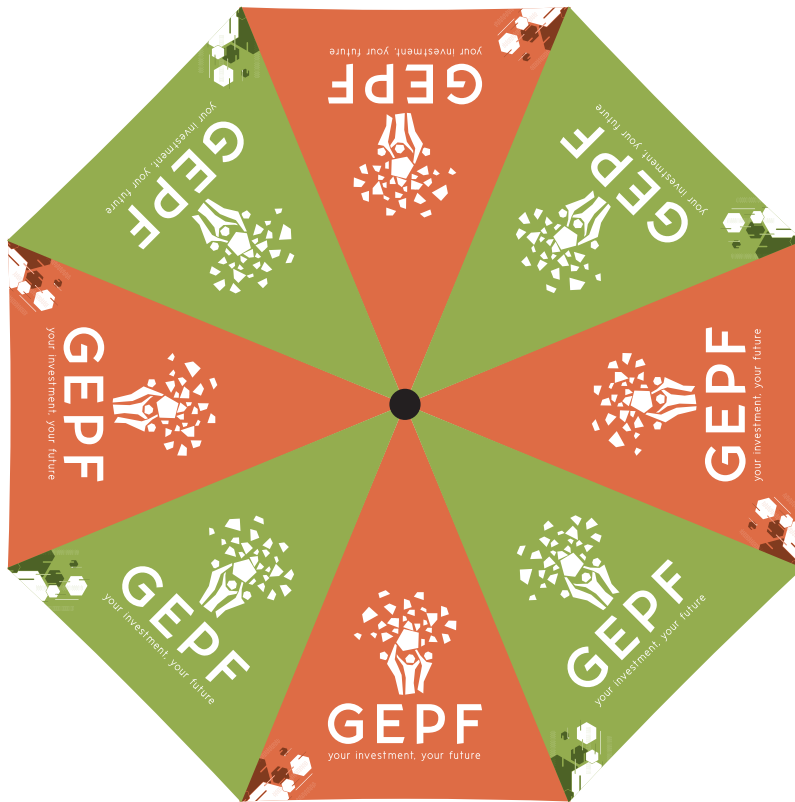
To be vertically and horizontally centred with area of isolation to be 4x from side edges



GEPF PROMOTIONAL ITEMS

Portable Display: Umbrella (8 Panel)

TOP VIEW



LOGO DIMENSIONS

To be vertically centred with area of isolation to be 4x from all edges



ADVERTISING

Portable Display: Trailer



ADVERTISING

Posters



7/8

1/8

ADVERTISING

BillBoards: Landscape and portrait



ADVERTISING

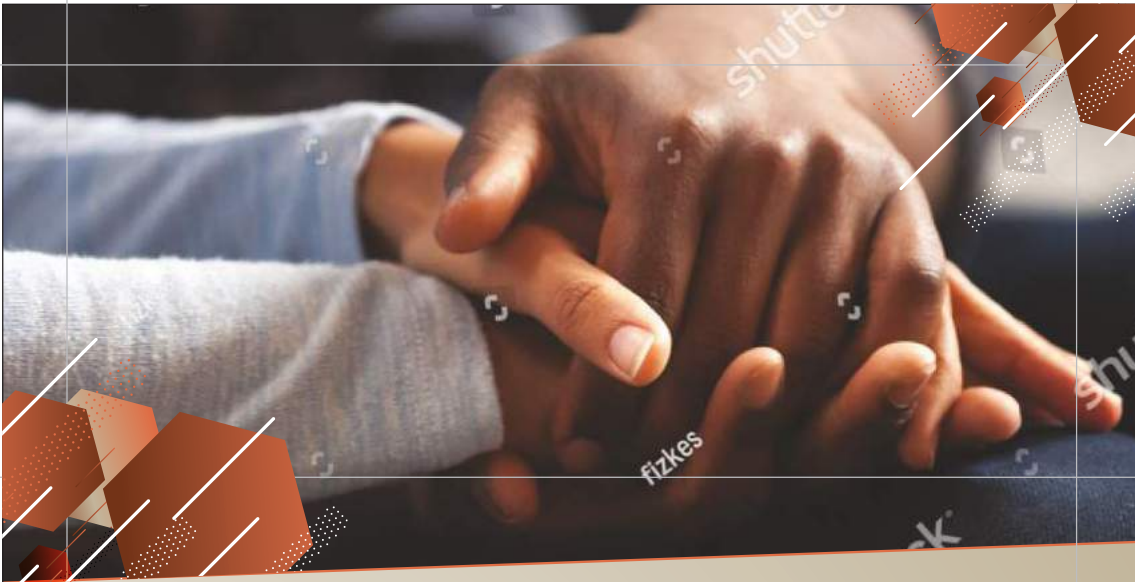
Advertisement

8x		8x
		1/3rd
	<h1>HEADER FRUTIGER BOLD</h1>	16x
	<p>Body copy set in Frutiger family at a size of 4x. Ad et quid et ex estrupt urestis voles maxim aliquidendit el ide percipi endeles post, sinciis si quis doles addition nos none quas audam imus duntibus volupic te paribus excea de nonem as mincium fuga. It autem. Nonsequosam esed ea voluptae. Lore, cume rent ommo id quis perum culpa velecus et, optat quo qui doloribus dolupta temquam.</p>	8x 4x
	<p>For more information contact us at:</p> <p>0800 117 669 enquiries@gepf.co.za gepf.co.za Government Employees Pension Fund @GEPF_SA</p> <p>GEPF your investment. your future</p>	8x

This template can be applied for uses that include flyers and magazine tip-ins.

GEPF ONLINE ELEMENTS

E-flyer: promotional E-newsletter



HEADER FRUTIGER BOLD

Body copy set in Frutiger family at a size of 4x. Ad et quid et ex estrupt urestis voles maxim aliquidendit el ide percipi endeles post, sinciis si quis doles addition nos none quas audam imus duntibus volupic te paribus excea de nonem as mincium fuga. It autem.

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For more information contact us at:



0800 117 669



enquiries@gepf.co.za



gepf.co.za



Government Employees Pension Fund



@GEPF_SA



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1/6

GEPF ONLINE ELEMENTS

E-mailer






7/8

1/8

GEPF ONLINE ELEMENTS

E-mailer

8x	8x	8x	
		<p>1st Edition 2012</p> <h1>fundtalk</h1> <p>The monthly E-newsletter of the Government Employee Pension Fund</p>	1/3rd
			4x
<p>Header typeface Arial Regular 20pt with 30pt</p>		<p>Body copy set in Arial 10pt and a leading set at 1.5 that of the body pt size. Sincis si quis doles addition nos paribus Read more...</p>	8x
		<p>Header typeface Arial Regular 20pt with 30pt leading</p> <p>Body copy set in Arial 10pt and a leading set at 1.5 that of the body pt size. Ad et quid et ex estrupt uestis voles maxim aliquidendit el ide percipi endeles post, sincis si quis doles addition nos none quas audam imus duntibus volupic te paribus excea de nonem as mincium fuga. Read more...</p>	8x
<p>national call centre: xxxx xxx xxx web: www.gepf.co.za email: enquiries@gepf.co.za</p> <p>Disclaimer: Otassunt iderfer eperrovidunt eossum ipsandunde sin re consequo vercita quibusdae volo que con re vit, esti sinihictotam assuntur, si tem fuga. Ut aut repudae peroreperum ut magnata temporrum repti reia dolore la</p>			

GEPF ONLINE ELEMENTS

Online: Digital Banner



5/6

1/6

Online Banner: 728 x 90px

1/3

2/3



GEPF ONLINE ELEMENTS

Online: Website Banners



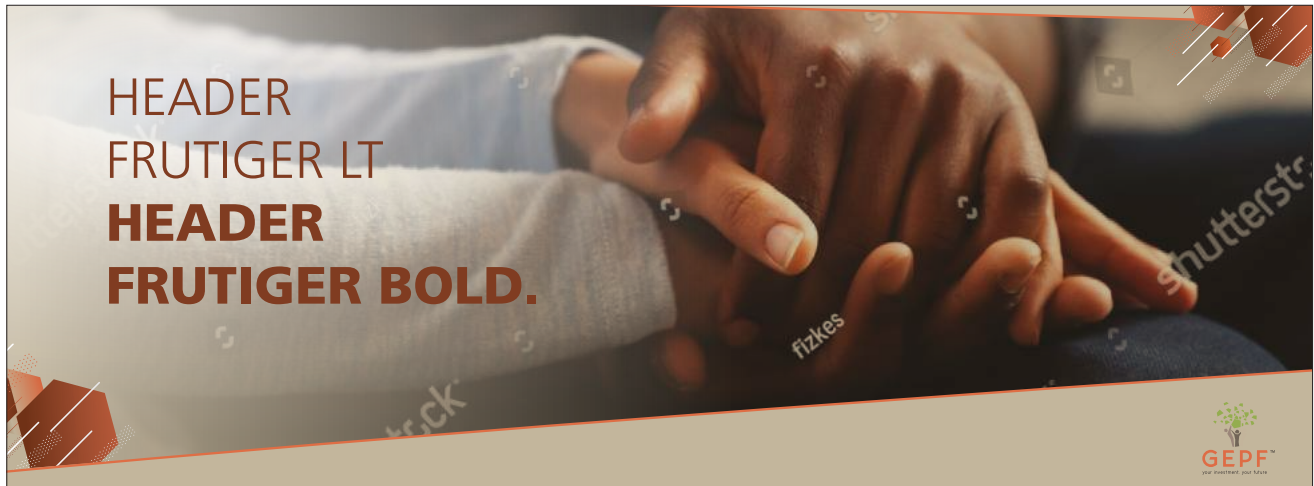
3/4

1/4

GEPF ONLINE ELEMENTS

Online: Facebook

Cover Photo: 820 x 312px



Shared Photo: 1200 x 630px



GEPF ONLINE ELEMENTS

Online: Facebook

Feed Photo: 154 x 154px



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1/4

Feed Photo: 1080 x 1920px



7/8

1/8

GEPF ONLINE ELEMENTS

Online: Twitter Banner

Cover Photo: 1500 x 500px



2/3

1/3

Shared Photo: 1200 x 630px



3/4

1/4

Post Photo: 900 x 900px



3/4

1/4

GEPF ONLINE ELEMENTS

Online: Instagram Banner



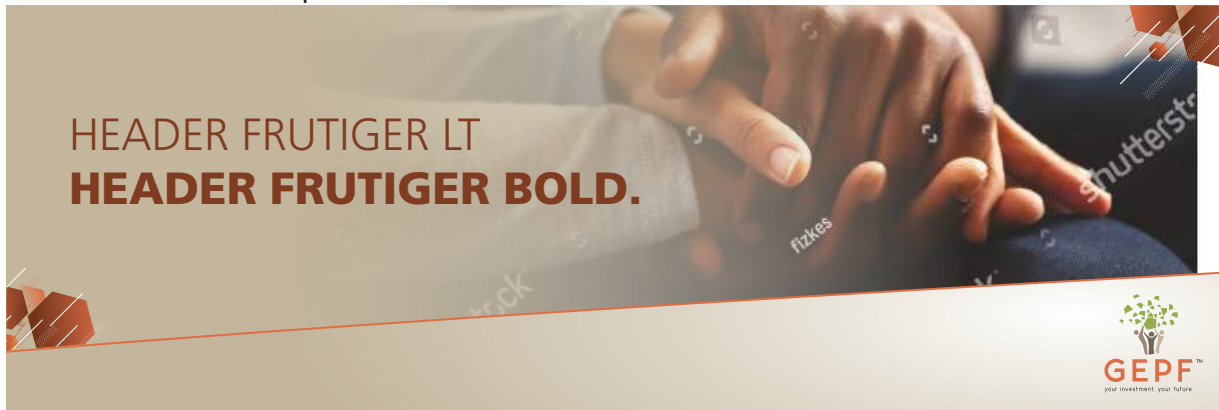
5/6

1/6

GEPF ONLINE ELEMENTS

Online: LinkedIn Banner

Cover Photo: 1128 x 191 px



2/3

1/3

Post Photo: 900 x 900px



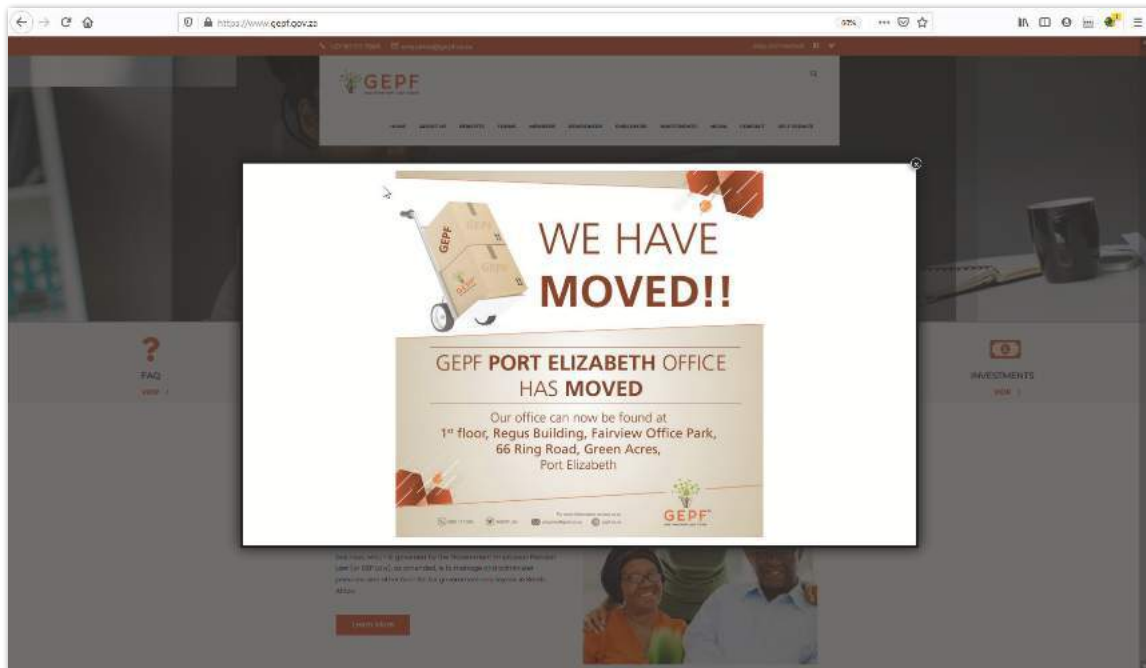
3/4

1/4

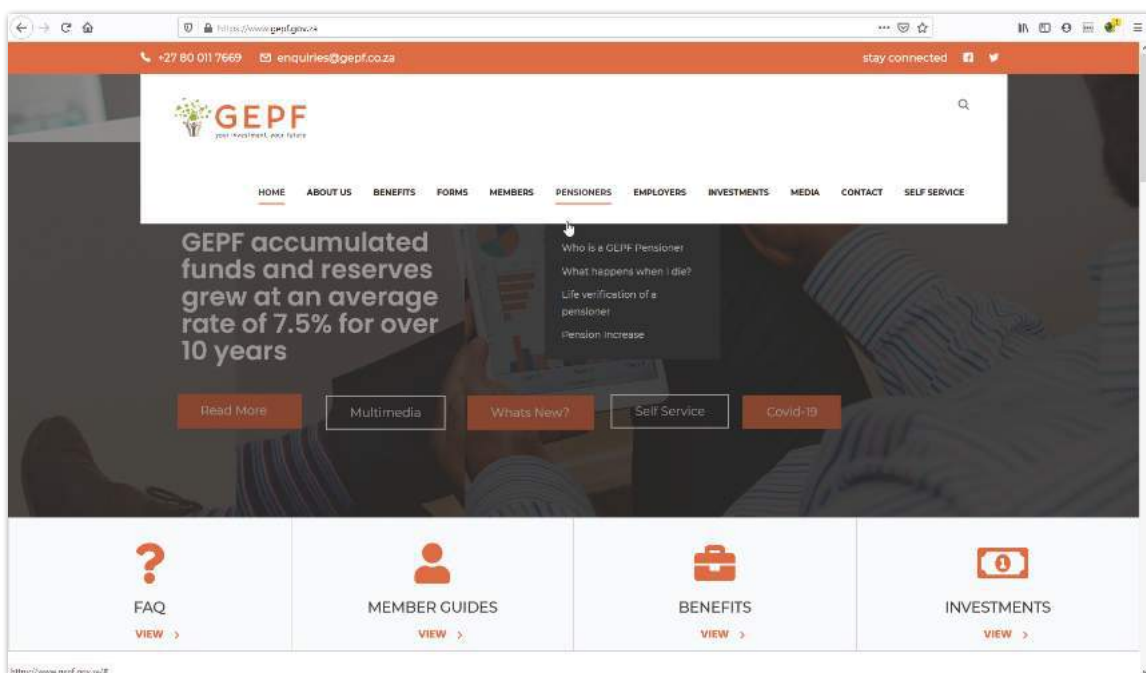
GEPF ONLINE ELEMENTS

Website

Wellcome screen takeover



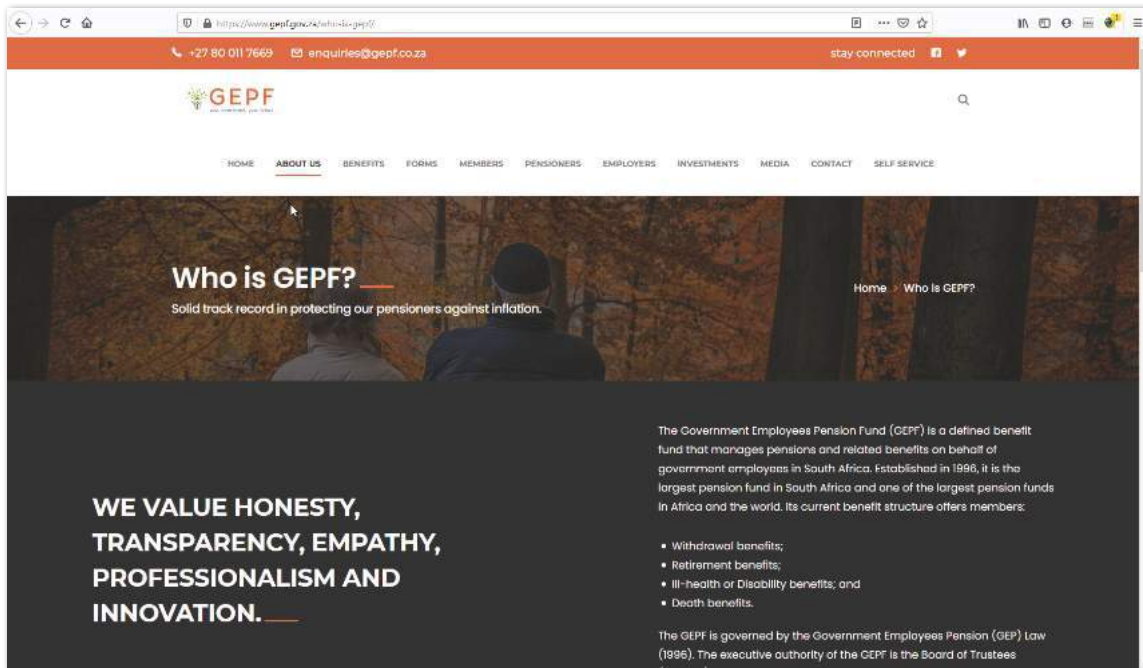
Home page



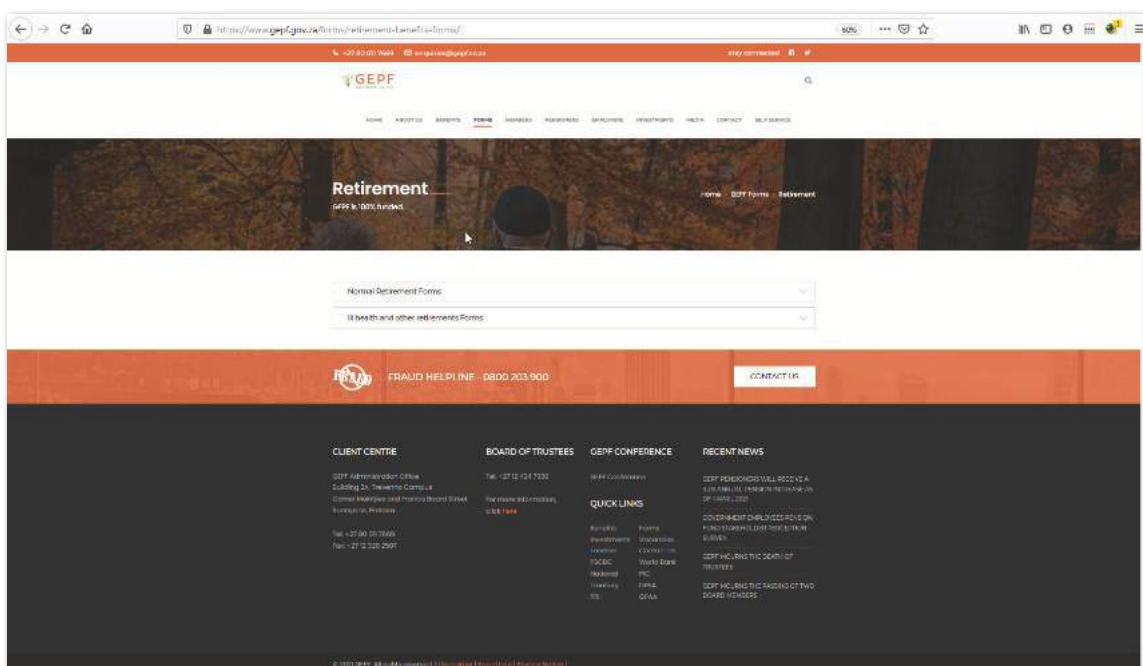
GEPF ONLINE ELEMENTS

Website:

Aboutus

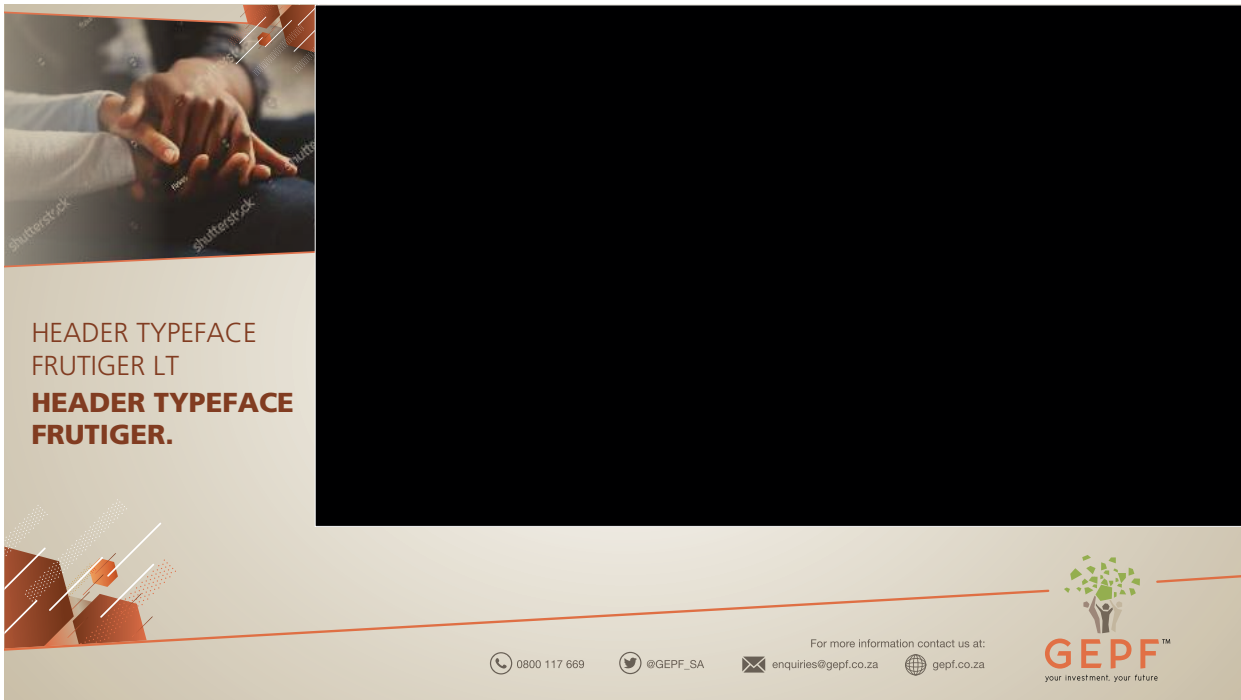


Formsdownloadpage



GEPF TELEVISION ELEMENTS

TV: Squeezeback



GEPF TELEVISION ELEMENTS

TV: End board

